



PRESS PACK

# **ID. EVERY1** **World Premiere**

March 2025

**ID. EVERY1:** Concept vehicle



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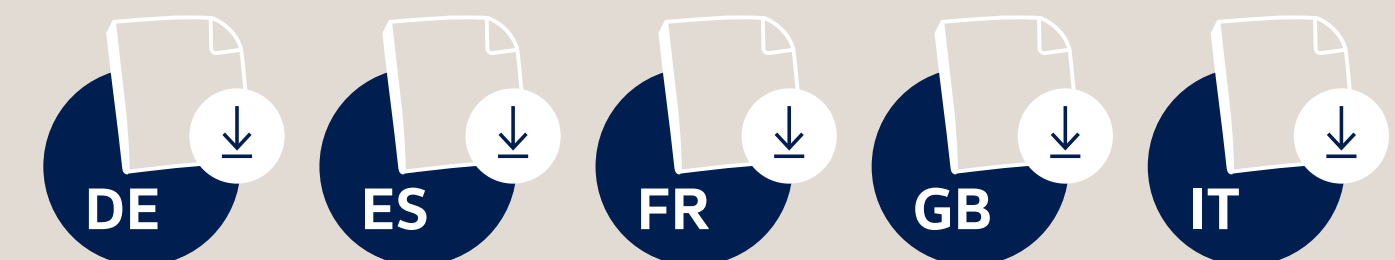
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# The future plan of the Volkswagen brand

The production version of the ID. EVERY1<sup>1</sup> for 2027 is just one part of the Volkswagen brand's electric model campaign, which is now taking the next step with the "Future Volkswagen" agreement. In this, Volkswagen AG agreed with the employee side at the end of December 2024 on a vision that combines economic stability, employment and technological leadership in the field of sustainable mobility. Binding targets and the measures agreed for them form the foundation for key future projects.

The Volkswagen brand is pursuing a clearly defined three-phase plan for this:

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## Advance

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Strengthen competitiveness and expand the existing model range in a targeted manner. Coming next, the Volkswagen brand will give a further preview of the new Electric Urban Car Family in autumn 2025.

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## Attack

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There will be nine new models by 2027 including the production version of the ID.2all for less than €25,000 and the ID. EVERY1 for about €20,000.

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## Achieve

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Volkswagen aims to become the technologically leading high-volume manufacturer with the safest, most innovative and best-selling cars by 2030.

<sup>1</sup> Concept vehicle



# In brief



## World premiere

The ID. EVERY1<sup>1</sup> is the concept vehicle for a 20,000-euro electric Volkswagen from Europe for Europe

## Smart, flexible and affordable

Sporty design, versatile interior and digital features make the production version of the ID. EVERY1 attractive for private and commercial customers

## Always up to date

A new powerful software architecture enables lifelong updates and upgrades of the production model

## Volkswagen future plan

Nine new models by 2027, including four electric models based on the new modular electric drive (MEB) platform with front-wheel drive

<sup>1</sup> Concept vehicle

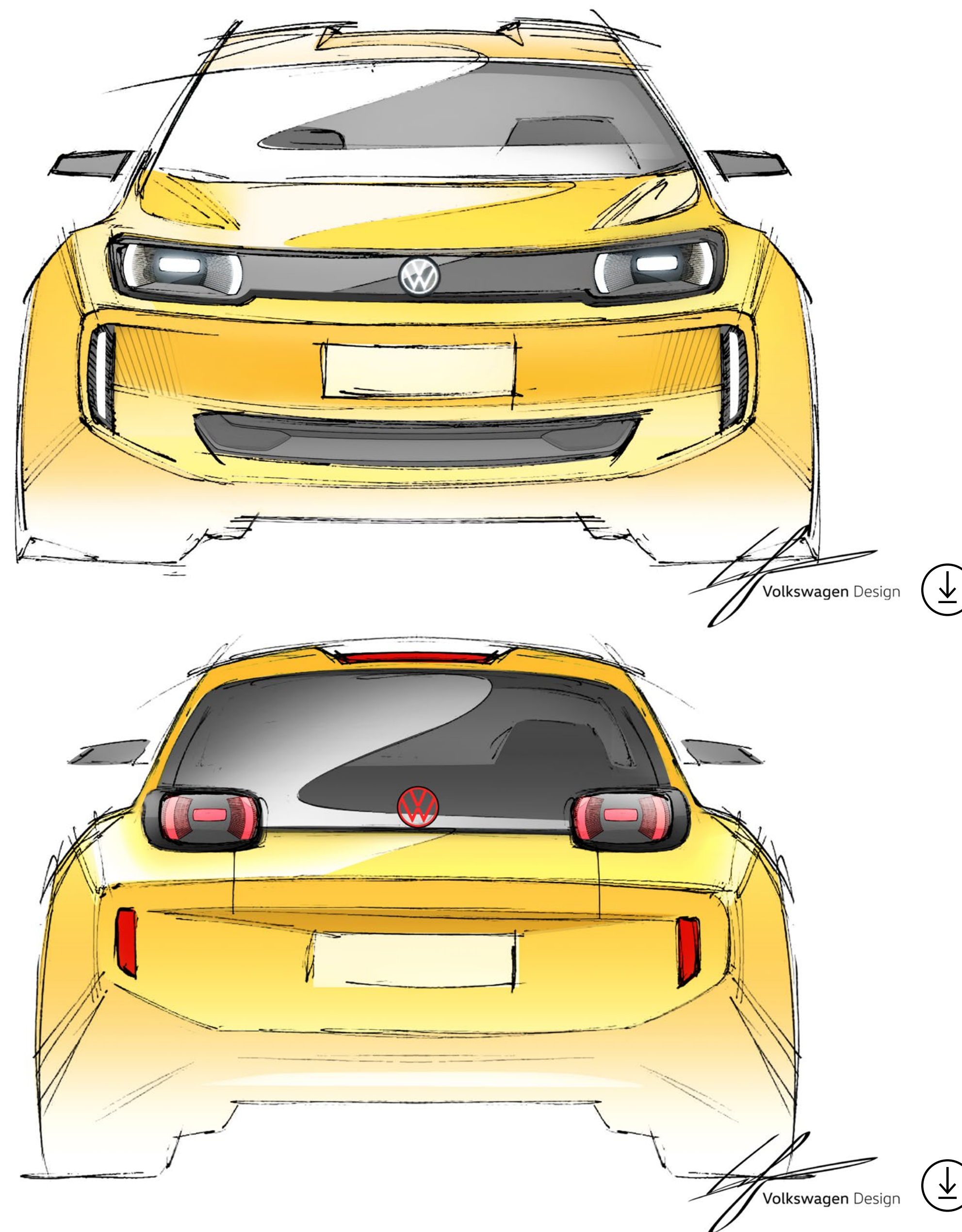


# With the ID. EVERY1, Volkswagen is providing a preview of an entry-level electric model

Since the Beetle, Volkswagen has been enabling affordable mobility for millions of people with compact and likeable cars. With the ID. EVERY1<sup>1</sup> concept car, the German car manufacturer is now presenting premiere of an entry-level all-electric model. Volkswagen will launch the production version in 2027 – with a starting price of around 20,000 euros. The ID. 2all<sup>1</sup> will be launched in the 25,000-euro class in 2026. Both models are part of the new Electric Urban Car Family with front-wheel drive, which is being developed in the Volkswagen Group on a cross-brand basis under the umbrella of the Core brand group – the group comprising the volume brands SEAT/CUPRA, ŠKODA, Volkswagen Commercial Vehicles and Volkswagen. They are based on Volkswagen's new modular electric drive platform: the MEB with front-wheel drive.

## Maximum variety

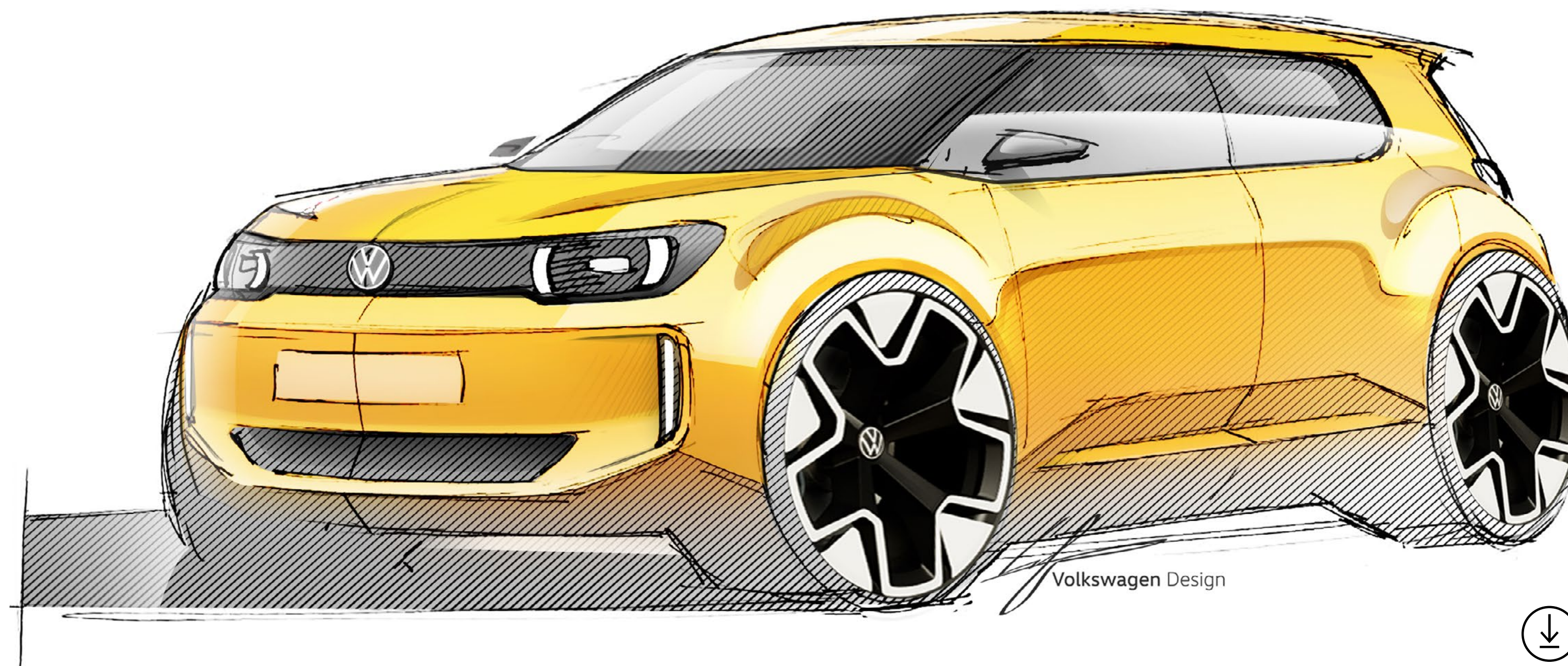
Attractive mobility in the electric era from Europe for Europe is one of the central pillars of the brand's plan for the future. With the European launch of the all-electric Urban Car Family from 2026, Volkswagen will offer the most diverse portfolio in the high-volume segment – from efficient combustion-engine models and advanced hybrids to future-oriented all-electric vehicles. "The ID. EVERY1 is the last piece of the puzzle on our journey to having the widest model selection in the volume segment. We will then offer every customer the right car with the right drive system – including affordable entry-level all-electric mobility," says Thomas Schäfer, CEO of Volkswagen Passenger Cars. "Our goal is to expand our position as the world's leading volume manufacturer in terms of technology by 2030. And as a brand for everyone – just as you would expect from Volkswagen."



<sup>1</sup> Concept vehicle







## »The ID. EVERY1 shows that we are putting our customers, their wishes, interests and preferences at the centre of vehicle development«

Kai Grünitz, Volkswagen Brand Board



### Focus on people

"In the future models, we talk about Customer Defined Vehicles. The ID. EVERY1 shows that we are putting our customers, their wishes, interests and preferences at the centre of vehicle development more consistently than ever," says Kai Grünitz, member of the Volkswagen Brand Board of Management responsible for Development.

The production version of the ID. EVERY1 will be the first model in the entire Group to use a fundamentally new, particularly powerful software architecture. This means the future entry-level Volkswagen can be equipped with new functions throughout its entire life cycle. Even after purchase of a new car, the small Volkswagen can still be individually adapted to customer needs.

### Characteristic design with charisma and identity

The up! – the immediate predecessor of the ID. EVERY1 – built until 2023 still impresses today with its clear, unmistakable design. The new Volkswagen design language also picks up on characteristic elements in the ID. EVERY1. Volkswagen Head of Design Andreas Mindt: "Our ambition was to

create something bold yet accessible. The ID. EVERY1 has a self-assured appearance but remains likeable – thanks to details such as the dynamic front lights and the 'smiling' rear. These design elements make it more than just a car: they give it character and an identity that people can relate to."



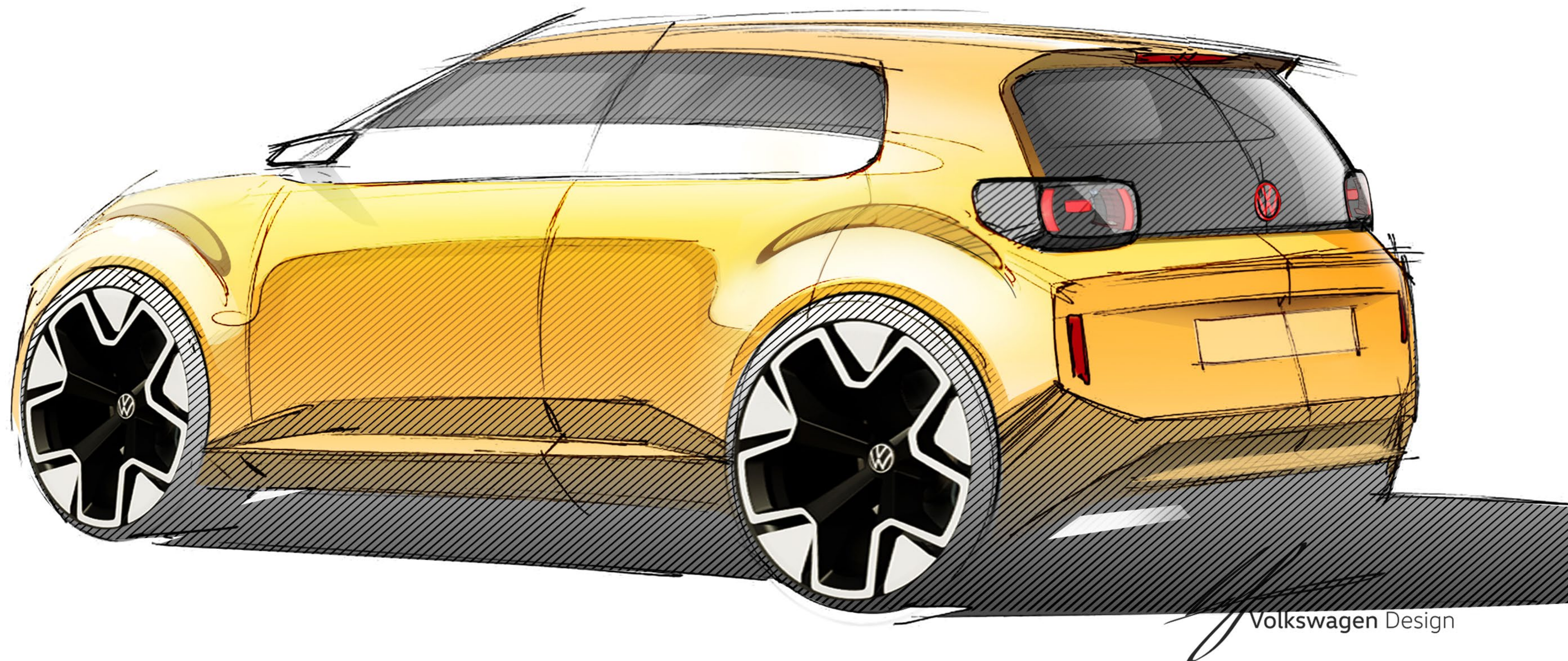


## New MEB with electric front-wheel drive

Like the ID. 2all<sup>1</sup> and the sport version ID. GTI Concept<sup>1</sup>, the ID. EVERY1 belongs to the Electric Urban Car Family. All three models are based on the new modular electric

drive platform. Thanks to the electric front-wheel drive, the MEB platform offers optimum space utilisation and maximum efficiency. The concept vehicle reaches a top speed of 130 km/h and is powered by a newly developed electric drive motor with 70 kW (95 PS). The range is at least

250 kilometres. With a length of 3,880 mm, the ID. EVERY1 is positioned between the former up! (3,600 mm), the ID. 2all (4,050 mm) and the current Polo (4,074 mm). Inside, it offers space for four people and a luggage compartment volume of 305 litres.



<sup>1</sup> Concept vehicle





# ID. EVERY1 – the technical data

<b>Drive</b>		MEB with front-wheel drive
<b>Power</b>	kW/PS	70/95
<b>Range</b>	km (WLTP)	>250
<b>Top speed</b>	km/h (elektronisch abgeregelt)	130
<b>Length</b>	mm	3,880
<b>Width</b>	mm	1,816
<b>Height</b>	mm	1,490
<b>Wheelbase</b>	mm	2,539
<b>Luggage compartment volumes</b>	l	305
<b>Tyre size</b>		225/40 R19





In detail:  
the exterior design  
& interior concept





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### Clear, charismatic and powerful

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The ID. EVERY1 is the second model after the ID. 2all based on a new Volkswagen design language

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### A new interpretation of Volkswagen DNA

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The design of the ID. EVERY1 is based on the three conceptual design values of stability, likeability and secret sauce

### Secret sauce

The concept vehicle surprises with its striking 'flying roof concept', tablet integration and multitool centre console



### Likeability

The ID. EVERY1 has a friendly design. Its striking front also looks a bit cheeky. This makes it even more likeable

### Stability

The electric compact car has clear, minimalist contours and stands on large 19-inch wheels

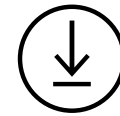




# »All these design elements lend the ID. EVERY1 a charismatic identity with which people can identify.«



Andreas Mindt, Head of Design



With the world premiere of the ID. 2all, Volkswagen presented a concept vehicle for the first time based on the brand's new design language. This visual language specifically transfers iconic design elements such as the legendary C-pillar of the first Golf into the near future and into new segments. Now the design team has transferred this new language to the concept vehicle of an electric Volkswagen entry-level model: the ID. EVERY1. The style and character of the smallest Volkswagen are shaped by the three central values of the new design language: stability, likeability and secret sauce. Volkswagen Head of Design

Andreas Mindt: "The widely flared wheel housings over the large 19-inch wheels and the athletic and clearly designed surfaces of the silhouette ensure stability. The slightly cheeky smile at the front is a particularly likeable feature. A secret sauce element is the roof drawn in in the middle, as is usually known from sports cars. All these design elements lend the ID. EVERY1 a charismatic identity with which people can identify." The pillars of stability, likeability and the secret sauce shape the design of the ID. EVERY1 in the following way:





# Stability

## Powerful and confident

No matter what angle the new ID. EVERY1 is viewed from: the compact Volkswagen always looks powerful and confident. This is achieved, among other things, by visual stability – referred to in designer language as the stance. On the ID. EVERY1, it is the flared wheel arches above the large 19-inch wheels and the sturdy C-pillar in the rear area that forcefully press the volume of the Volkswagen onto the road. In relation to its length (3,880 mm) and height (1,490 mm), the vehicle is also comparatively wide with its width of 1,816 mm. In combination with the very short overhangs, this results in a balanced and stable design that conveys a high level of confidence.

## Timeless clarity

The stability and associated self-assured appearance include the fact that the ID. EVERY1 is characterised by a design that is reduced to the essentials. There are

no unnecessary gimmicks. Every line follows the logic of the form, every surface is homogeneous and understandable. These clean shapes and contours make the ID. EVERY1 appear timeless and valuable. This stylish clarity is particularly evident in the silhouette with the athletic door surfaces. Typical for a Volkswagen: the absolu-

tely straight window line, as can already be found on the first Golf. At the bottom, the door surfaces transition into a striking side sill, which emphasises the drawn-in waistline of the flank and at the same time forms a parallel contour with the bottom straight window line. The lack of trend-based effects not only means the ID. EVERY1 will

remain modern for many years and thus timeless, but also ensures it has a classless appearance – like an up!, Polo or Golf. The result: high value retention.





# Likeable



## Golden ratio

The likeability factor is an essential pillar of Volkswagen's design strategy. Andreas Mindt deliberately did not reinvent the likeable look of a Volkswagen; however, the chief designer made it a defined part of Volkswagen's design DNA. The front, rear and silhouette of the ID. EVERY1 all reflect this DNA component. An important style element is the

golden ratio, because people find this likeable. Simply explained, it is the ratio of three fifths to two fifths of a picture or sculpture or, as here, the division of a vehicle view. Leonardo da Vinci followed this geometric principle in works of art such as the Mona Lisa. In the silhouette of the ID. EVERY1, it is the 2/5:3/5 split between the window band and the body surfaces; at the rear it is the rear window, which is flatter in relation

to the bumper – the black surround of the window can be seen as a small homage to the up! and the Golf GTI No. 1. The front with its distinctive 'looking' LED headlights and the stylised radiator grille in between also follow the golden ratio.





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### The ID. EVERY1 can communicate

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The visual interaction with the viewer or owner is particularly pronounced in the ID. EVERY1. Here, the designers have integrated likeable, human-oriented design elements. In this case, too, the 'looking' headlights and tail light clusters are key examples. Animated welcome and good-bye scenarios reinforce this effect. The lower areas of the bumpers at the front and rear also show a smile, which is achieved by very wide, horizontal lines and slightly raised ends at the sides in the lower area. The interaction of the LED headlights with the stylised radiator grille integrated between them is particularly important in terms of likeability. This glass-covered horizontal bar

also emphasises the width and the historic link to various Volkswagen icons. The pupil-like headlights plus stylised radiator grille and the vertical daytime running lights arranged on the outside of the bumper make the ID. EVERY1 smile in a slightly cheeky and confidently likeable way. The design element of the vertical daytime running lights is picked up again at the rear by the similarly vertical reflectors in the bumper. The Volkswagen badges at the front and rear are illuminated. All in all, there is no doubt that the front and rear of the ID. EVERY1 show an unmistakably charismatic identity.





# Secret sauce



## That certain something

At first, it is hidden details that form another important pillar of the new Volkswagen design language: the secret sauce. In the ID. EVERY1, one of these magic potion ingredients is the 'flying roof concept'. Here, the roof surface is lowered in the middle (without restricting the headroom on the inside). This results in an extremely striking look with a very high recognition value in the top view of the 1,490 mm-high ID. EVERY1 and above all from the rear. The secret sauce also includes two design highlights: at the rear, the third brake light was integrated into the recess in the centre of the roof so that it is clearly visible. Meanwhile, the outer surfaces in the roof end strip are drawn out to the rear; these visually floating elements also serve as an aerodynamic separation edge in the rear area. This reduces air turbulence, thus increasing the range. In visual terms, a new Volkswagen design feature has emerged in the form of the 'flying roof concept'. The 19-inch alloy wheels of the ID. EVERY1 also have the potential to become an iconic design element – they are high-gloss black-painted wheels with five striking spokes whose top surface has a contrasting white finish.





# Interior design concept

## Revolutionary space giant

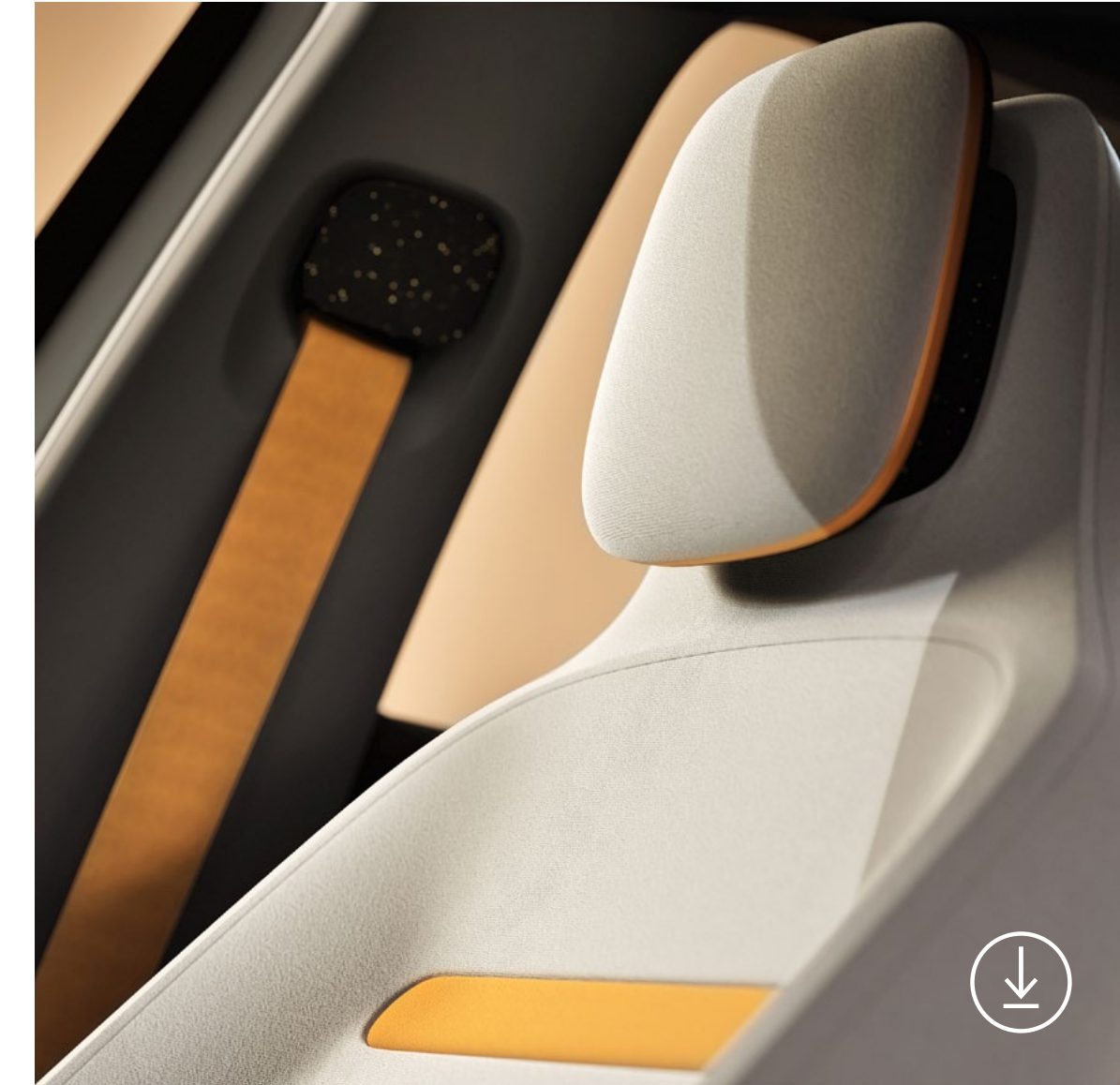
Developed by chief designer Andreas Mindt and his team, the Volkswagen design language with its clarity and aesthetic appeal also creates a new look for the interior of the ID. EVERY1. The four doors open up access to a new small car world that is anything but small. The materials are a perfect example of this: the surfaces are pleasant

to the touch and are finished in warm, friendly colours. In combination with the clear design and lounge-like seating, this creates a special feel-good atmosphere. Most of the fabrics are made from recycled materials such as PET bottles. The use of a new, terrazzo-like mottled surface gives the ID. EVERY1 a light and modern look. The deliberately simple forms are effectively highlighted by high-contrast colours and

arouse curiosity about the surface feel. Another example is the available space: with an exterior length of 3,880 mm, the ID. EVERY1 is positioned between the up! built up to 2023 and the current Polo. Nevertheless, the concept vehicle offers just as much space as the larger Polo. The solution to the puzzle is the new modular electric drive (MEB) platform with front-wheel drive. This enables perfect space efficiency.

## Perfection down to the smallest detail

The interior is visually distinguished by a clear style that conveys stability and thus fully reflects the design of the exterior and lighting. Horizontal lines characterise the clearly arranged dash panel. This is dominated in the centre by the central touch display of the infotainment system. The ergonomic buttons for the interior temperature, seat heating and audio volume are located below this. The front passenger side of the dash panel is designed to be variable. A tablet, for example, can be snapped onto a rail here. It is also possible to attach a shelf, which can be used as a table. The digital instruments are integrated in the centre of the dash panel. A further design highlight is



the two-spoke multifunction steering wheel with flattened upper and lower sections. The square shape of the steering wheel buttons is adopted in other locations – for example, in the button for exterior mirror adjustment in the driver door or for a small, illuminated and removable Bluetooth speaker between the driver and front passenger.





## Multi-variable usability

One of the characteristic smart interior details is the centre console. This not only serves as a classic centre armrest for the driver and front passenger, but is also a multifunctional tool for all passengers on board, as it can be moved all the way to the rear on a rail. Shelves that can be adjusted forwards and backwards can be pulled out from the console and used for a wide range of purposes. A centre console similar to this from a conceptual point of view has so far only been found on board a much larger Volkswagen design icon: the ID. Buzz. The seats share the same variability as the centre console: the front passenger seat and the rear seats can be folded down and thus adapted to various transport scenarios – including configuration as a safe place for any four-legged guests on board. The ID. EVERY1 thus becomes a perfectly thought-out companion for everyday life, intuitive to use and extremely adaptable.

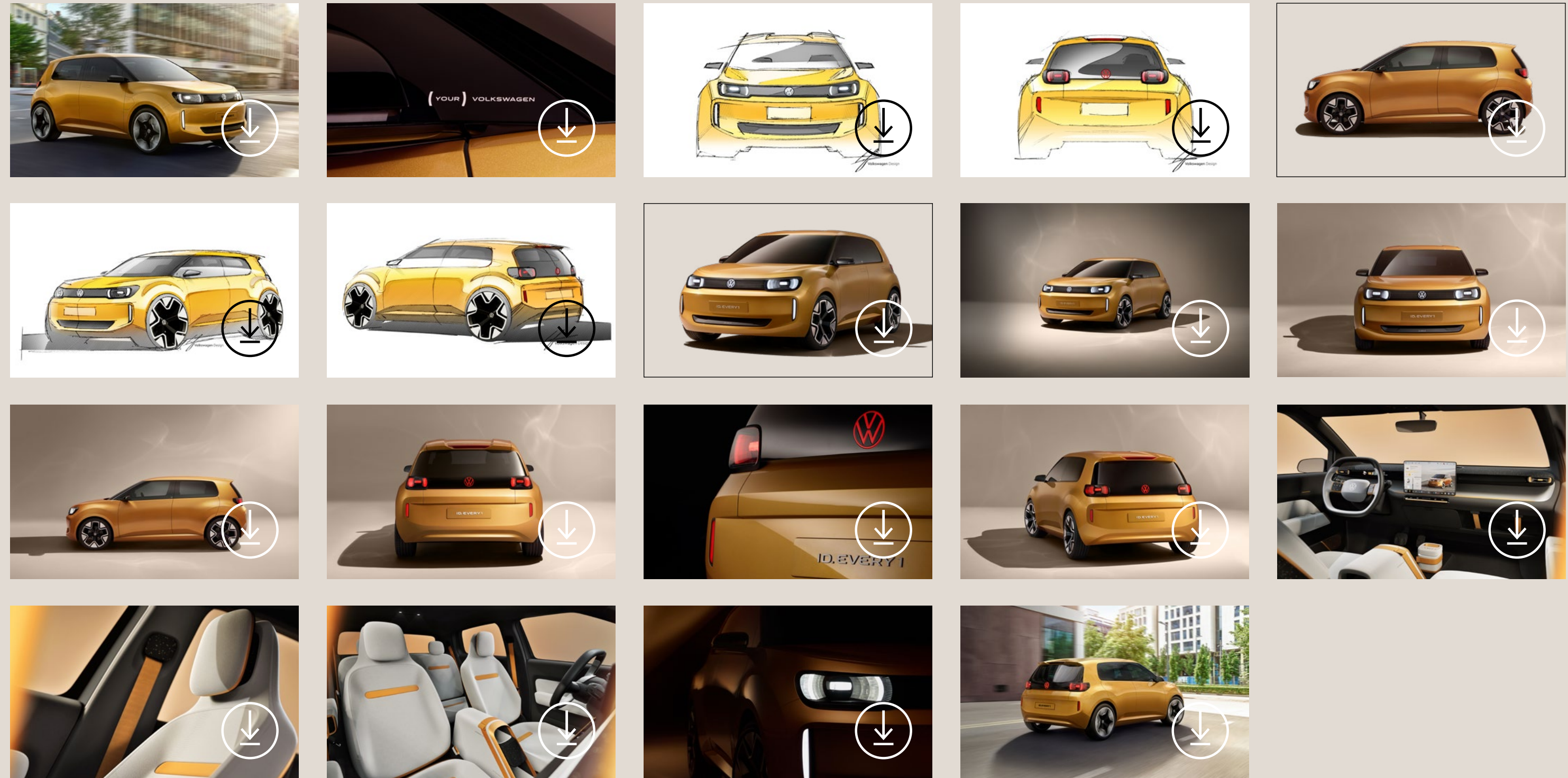




# Media library



## Images



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The specified consumption and emission values were obtained according to the legally required measurement procedures. On 1 January 2022, the WLTP test cycle completely replaced the NEDC test cycle and therefore no NEDC values are available for new type approved vehicles after that date. Where ranges are stated, the values for consumption and CO<sub>2</sub> emissions depend on the selected vehicle equipment.

The specifications do not refer to an individual vehicle and are not part of the offer, but serve only to permit comparison between the individual vehicle types. Additional equipment and accessories (additional components, tyre formats, etc.) can alter relevant vehicle parameters such as weight, rolling resistance and aerodynamics, affecting the vehicle's fuel consumption, power consumption, CO<sub>2</sub> emissions and driving performance values in addition to weather and traffic conditions and individual driving behaviour.

Due to more realistic testing conditions, fuel consumption and CO<sub>2</sub> emissions measured according to WLTP will in many cases be higher than the values measured according to NEDC. As a result, the taxation of vehicles may change accordingly as of 1 September 2018. For further information on the differences between WLTP and NEDC, please visit <http://www.volkswagen.de/wltp>.

Further information on official fuel consumption data and official specific CO<sub>2</sub> emissions for new passenger cars can be found in the "Guide to fuel economy, CO<sub>2</sub> emissions and power consumption for new passenger car models", which is available free of charge from all Volkswagen sales dealerships and from DAT Deutsche Automobil Treuhand GmbH, Hellmuth-Hirth-Str. 1, D-73760 Ostfildern, Germany, and at [www.dat.de/co2](http://www.dat.de/co2).







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